





# NICK AT NITE

Nick At Nite is Nickelodeon's nighttime programming block that features popular hit family comedies including the Emmy Award-winning series *Home Improvement*, *George Lopez*, *Growing Pains*, *America's Funniest Home Videos* and *The Fresh Prince of Bel-Air*, as well as *Roseanne*, one of the most talked about and celebrated sitcoms in television history.

## NETWORK PROGRAM FORMAT

<b>Local Avails:</b>	2 minutes per hour
<b>Times:</b>	2 floating :60 breaks. 1-per each half-hour
<b>Insertion Hours:</b>	7 days a week 9pm-6am Sunday - Thursday 10pm-6am Friday- Saturday

## NETWORK INFORMATION

<b>Subscribers:</b>	96.3 million <small>Source: Nielsen Universe Estimates, November 2007</small>
<b>Service Type:</b>	Basic
<b>Satellite Feed:</b>	Dual
<b>Launch Date:</b>	July 1985
<b>Ownership:</b>	Viacom International

## BENEFITS TO ADVERTISERS

- Nick at Nite Is The #1 Cable Network Among W18-49 & W18-34.**  
Source: Nielsen Media Research, Total Day Programming, 3Q07 (6/25/07-9/30/07), ranking based on (000) vs. All Ad-supported cable.
- Nick at Nite Is A Top 5 Delivering Network Among A18-49.**  
Source: Nielsen Media Research, Total Day Programming, 3Q07 (6/25/07-9/30/07), ranking based on (000) vs. All Ad-supported cable.
- Nick at Nite Has The 3rd Highest Commercial Rating Index In Cable Among A18-49 & W18-49.**  
Source: Nielsen Media Research NPower, September 2007 (8/27/07-9/30/07) vs. All Ad-supported cable with 50 million+ subscribers.
- Nick at Nite Viewers Are More Attentive, Ranking #1 Among W18-49.**  
Source: MRI Custom Cable Study 2007; Viewers pay "Full Attention".
- Nick at Nite Is The #1 Co-Viewing Adult Cable Network Among W18-49 with children 6-11**  
Source: Nielsen Media Research NPower, Total Day Programming, June 07(5/28/07-6/24/07), Excludes children's networks.



# NICK AT NITE

## RESEARCH

### VIEWER TARGETED

Persons: 18-34, 18-49

Men: 18-34, 18-49

Women: 18-34, 18-49

Kids: 12-17

### VIEWER PROFILE

	Nick at Nite				Nick at Nite		
	A18+ % of Demo	A18+ Viewers % of Demo	Index		A18+ % of Demo	A18+ Viewers % of Demo	Index
Median Age	44.6	39.3		Child Age: 2-5 yrs.	14.80%	23.59%	159
Median HHI	\$53,593	\$50,372		Child Age: 6-11 yrs.	18.77%	30.26%	161
Median Number of Children in HH	2.3	2.4		Child Age: 12-17 yrs.	19.97%	26.84%	134
Home Owned	69.92%	64.85%	93	Men	48.20%	39.81%	83
				Women	51.80%	60.19%	116
White	77.20%	68.64%	89	American Indian or			
Black/African American	11.46%	21.67%	189	Alaskan Native	1.20%	1.90%	159
Spanish, Hispanic, or Latino Origin/Descent	12.71%	10.74%	84	Asian	2.79%	2.07%	74
				Other	8.09%	7.11%	88

Source: MRI Doublebase 2007, weighted to Population (000) Base: A18+

### VIEWER LIFESTYLE

	A18+ % of Demo	Nick at Nite A 18+ Viewers % of Demo	Index
<b>Subscription TV</b>			
HH subscribes to digital cable	26.00%	32.90%	127
Watched any Video-On-Demand/past 12 months	9.48%	13.82%	146
HH has a digital video recorder (DVR)	13.58%	18.15%	134
<b>Automotive</b>			
Van/minivan	14.78%	16.45%	111
<b>Activities Online</b>			
Visited a chat room	4.31%	6.19%	144
Used email	56.55%	56.84%	101
Used instant messaging	20.73%	27.19%	131
Played games online	18.03%	28.09%	156
Obtained information for new or used car purchase	8.41%	9.85%	117
Looked for employment	9.97%	15.17%	152
Visited a TV network or TV show's website	11.71%	16.00%	137
Listened to radio on the internet	8.78%	11.16%	127
Downloaded music	12.98%	16.88%	130
Watched online video	10.00%	12.45%	124
<b>Frequent Movie Goer and DVD Purchaser</b>			
Movie attendance -2-3 times a month	6.28%	6.75%	107
Bought 3+ DVD's in a month	10.96%	14.83%	135
<b>Electronic in the Home</b>			
Cellular/digital phones: bought in the last 12 months	25.60%	28.37%	111

Source: MRI Doublebase 2007, weighted to Population (000)-Base: A18+

### DAYPART VIEWING

DAYS	TIME	Audience Composition					
		P18-34	P18-49	P25-54	F18-34	F18-49	F25-54
Mon-Sun	9p-6a	23.6%	40.0%	33.8%	16.5%	27.4%	22.8%
Mon-Sun	9p-4a	23.1%	39.2%	32.9%	16.1%	26.7%	22.0%
Mon-Sun	4a-6a	26.0%	43.4%	37.5%	17.8%	30.2%	26.0%

Source: Nielsen Media Research, 1-3Q'07



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## PROGRAMMING

**PROGRAMMING GENRES:** Comedy, Entertainment, Family, Women, Ethnic: African-American

### VIEWER TARGETED PROGRAMMING

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**Persons 18-34, 18-49:** *Full House, Fresh Prince of Bel-Air, The Cosby Show, Roseanne, Mad About You, A Different World, Designing Women, Murphy Brown, Home Improvement, The George Lopez Show*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

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#### CURRENT SERIES

*Full House*  
*Fresh Prince of Bel-Air*  
*The Cosby Show*  
*Roseanne*  
*Mad About You*  
*A Different World*  
*Designing Women*  
*Murphy Brown*  
*Home Improvement*  
*The George Lopez Show*



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## LEADING NATIONAL ADVERTISERS

Alltel  
Campbell  
Clorox  
FOX Filmed Entertainment  
General Mills  
JC Penney  
Johnson & Johnson  
Kraft  
MasterFoods  
Nestlé

Paramount Pictures  
Procter & Gamble  
Reckitt Benckiser  
SONY Pictures  
Target Stores  
Unilever  
Warner Brothers  
WMG Hyundai/KIA  
Wyeth

## NETWORK CONTACTS

### Nick at Nite Headquarters

1515 Broadway  
11th Floor  
New York, NY 10036  
P:(212) 258-8000  
F:(212) 846-2348

### Comcast

Friday Abernathy  
VP, Field Operations  
P:(212) 846-3080

### Charter

Stephanie Ruyle  
VP, Field Operations  
P:(212) 846-8605

### DBS, Telcos, NCTC

Scott Stelzer  
Vice President  
P:(312) 836-0641

### Time Warner

Walter Oden  
Vice President  
P:(212) 846-3072

### Cox & Cablevision

Elizabeth Haley  
Vice President  
P:(212) 846-3087

## WEBSITE INFORMATION

Consumer Website: [www.nickatnite.com](http://www.nickatnite.com)  
Affiliate Website: [www.mtvn.com](http://www.mtvn.com)